

APPROVED

Downtown Providence District Management Authority

Board of Directors Meeting Minutes

March 21, 2013

1. Roll Call

Chairman Richard Lappin called the meeting to order at 8:30 a.m.

Directors present: Bert Crenca, Joseph DiBattista, Robert Gagliardi, Evan Granoff, Susan LaPidus, Richard Lappin and John MacIver and Christopher Placco

Ex Officio Members present: Gonzalo Cuervo, Robert Lepre, and Leo Perrotta.

Others present: Dan Baudouin, Executive Director of The Providence Foundation; Joelle Kanter, The Providence Foundation Program Manager; Frank LaTorre, Director of Public Space, Alison Izzi, DID Accounting Manager, Frank Zammarelli, Block by Block Operations Manager .

2. City of Providence Update

Chairman Richard Lappin introduced Gonzalo Cuervo, Deputy Chief of Staff to Mayor Angel Tavares. Mr. Cuervo has been appointed by the Mayor to represent the City as an Ex-Officio Board member along

with Leo Perrotta. Leo Perrotta reported that he is working with Frank LaTorre on a bid package for the brick repair work necessary in the District. He reported that there are now single space meters on Weybosset Street in front of PPAC and 20-25 additional meters will be replaced, on a trial basis, with meters that have solar back up regenerating batteries.

3. Approval of the minutes from the February 21, 2013 meeting

Director John Macliver motioned to approve the minutes from the February 21, 2013 Board Meeting.

Director Bob Gagliardi seconded the motion, and a roll call vote was held as follows:

Director DiBattista

Director Crenca Yes

Yes

Director Gagliardi

Director Granoff Yes

Yes

Director LaPidus Yes

Director Lappin Yes

Director Macliver Yes

Therefore the motion passed.

4. Financial Report

Alison Izzì presented the financial reports for February 2013. Equity includes \$361,001 allocated/reserved and \$137,286 unallocated. 97% of tax assessments have been collected and collection procedures are ongoing. A payment in the amount of \$19,000 was paid to the Providence Foundation. This represents the balance of the RIPTA grant that was received this year. Clean and Safe numbers for the month are on target and are expected to be at or below budget for the year. Next month, the budget process for Fiscal Year 2014 will begin. A timeline for the budget process will be presented at the April meeting.

Director Bob Gagliardi motioned to accept the February 21, 2013 financials as presented, Director Evan Granoff seconded the motion, and a roll call vote was held as follows:

Director DiBattista Yes

Director Crenca Yes

Director Gagliardi

Director Granoff Yes

Yes

Director LaPidus Yes

Director Lappin Yes

Director MacIver Yes

Therefore the motion passed.

5. Presentation by the marketing firm NAIL.

The marketing firm NAIL presented 3 different marketing campaign ideas. The campaigns target suburban companies and their employees and encourage employees to get managers to consider downtown Providence as a cost effective dynamic location for their business and a way to reenergize their company. The 3 ideas presented are 1) “Start a Movement” this includes sharable things including screen savers, funny memes, and photographs that are

designed to be shared and passed around 2) “Reward your Boss” is a way for an employee to “bribe their boss.” The employee provides the name of their boss and any viable lead will be “vetted” and dialog will be started. 3) “Pitch your Boss” involves “chasing your boss around the internet.” Pick messages, upload office pictures, share information, start pitching on Facebook, LinkedIn, Foursquare, This is very specific tailored marketing to one person.

6. Report from the Director of Public Space

Frank LaTorre continues to monitor the ADA sidewalk project in the financial district which includes paving streets, redoing sidewalks and decorative street lights and involves working with RIDOT, City of Providence, VHB, & Bryant Engineering. Work also continues on Gateway Enhancement Project. He reported that City staff has reviewed the plans. The project needs partnerships for funding and strategy as it is a comprehensive multiyear plan. A financial plan along with the technical implementation plan will be developed before moving forward. He has scheduled a meeting for April 16, 2013 with RIDOT to review plan. Discussion at another meeting will consist of areas that may include art installation pieces that highlight local artisans. Frank continues to work with the Hospitality Resource Partnership. He reported on 11 ordinance changes/resolutions submitted by the HRP that have now passed. Work continues on expanding the DID into the Capital Center.

7. Marketing Report

Joelle Kanter reported meeting with NAIL on March 13, 2013 to review their revised plans prior to their presentation at the March DID Board Meeting. She reported that the date for the downtown living tour has been changed to Saturday, June 22nd in order to accommodate some of the new properties that are still under construction. There was a meeting held in early March with property owners to share ideas and review plans for advertising, transportation, sponsorship and ticketing of the event. Participation forms are due at the end of the month and promotion for the event will start at the end of April. The new downtown business directories are in the final edit phase and distribution should begin in April. The bidding package for the wayfinding signage project will be finalized in the next few weeks. Pricing is expected in May and hopefully fabrication can begin this summer. A presentation was made to the Providence Tourism Council in follow up on our grant application, and other funding sources are being explored as well.

8. Report from Block by Block

Frank Zammarelli returned from the annual Operation Managers meeting in San Antonio. The meeting focused on creating the proper work culture for the Ambassadors and getting more ownership within

the community He reported on the Smart System which has 2 new modules. One is to track equipment and the other is a “persons of interest” module that allows for the tracking of problematic individuals in the district.

9. Economic Development

Dan Baudouin reported that Mayor Angel Tavares will be unveiling the economic plan for the City of Providence at a special meeting, hosted by the Providence Foundation, on Wednesday, March 27, 2013 at 9:30 at 121 South Main Street. Topics include commercial tax structure, permitting, the Greater Kennedy Plaza revitalization, and infrastructure. Dan reported that work on the Sportsman Inn has begun. The new boutique hotel will consist of 60 rooms, targeted to younger markets and will feature local artwork. The project will be finished in late 2013. The historic tax credit is a focus and Dan is hopeful that something can happen this year. The Superman Building is looking for subsidies and tax credits to make residential use work.

10. Adjournment

The meeting was adjourned at 10:00 a.m.

Respectfully submitted,

Alison Izzi
Accounting Manager
Downtown Improvement District